Amendments to the Claims/Listing of Claims:

Please amend Claims 1-2, 17, and 20-23 as follows. Please cancel Claim 4 without prejudice. This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of reducing energy consumption in a building comprising:

coating one or more external vertical walls of said building with a heat reflective wall paint comprising at least one heat reflective metal oxide pigment;

wherein said pigment comprises a solid solution having a corundum-hematite crystal lattice structure,

wherein the surface temperature of the resultant coated wall is lowered **relative to the surface temperature of a similarly situated wall coated with a non-reflective wall paint of the same color** such that less energy is consumed to cool the interior of said building.

2. (Currently Amended) A method of painting an external vertical wall of a building comprising:

applying a heat reflective wall paint comprising at least one heat reflective metal oxide pigment to said wall,

wherein said ~~**wall paint comprises**~~ at least one heat reflective metal oxide pigment **comprises a solid solution having a corundum-hematite crystal lattice structure**.

3. (Original) The method of claim **1**, wherein said heat reflective wall paint comprises titanium dioxide.

4. (Canceled)

5. (Original) The method of claim **1**, wherein said heat reflective metal oxide pigment is an oxide of a metal selected from the group consisting of aluminum, antimony, bismuth, boron,

chrome, cobalt, gallium, indium, iron, lanthanum, lithium, magnesium, manganese, molybdenum, neodymium, nickel, niobium, silium, tin, vanadium, and zinc.

6. (Original) The method of claim 1, wherein said coated wall reflects light of infrared wavelengths.

7. (Original) The method of claim 6, wherein said infrared wavelength ranges from 750 to 2500 nm.

8. (Original) The method of claim 7, wherein said infrared wavelength ranges from 800 to 2450 nm.

9. (Original) The method of claim 8, wherein said infrared wavelength ranges from 900 to 2400 nm.

10. (Original) The method of claim 9, wherein said infrared wavelength ranges from 1000 to 2300 nm.

11. (Original) The method of claim 10, wherein said infrared wavelength ranges from 1500 to 2000 nm.

12. (Original) The method of claim 6, wherein said coated wall exhibits an infrared reflectance above 30%.

13. (Original) The method of claim 12, wherein said coated wall exhibits an infrared reflectance above 50%.

14. (Original) The method of claim 13, wherein said coated wall exhibits an infrared reflectance above 70%.

15. (Original) The method of claim 1, wherein the color of said heat reflective wall paint is not white.

16. (Original) The method of claim **15**, wherein said heat reflective wall paint is a dark color.

17. (Currently Amended) The method of claim **[[16]]** **1**, wherein said heat reflective wall paint is black, blue, green, yellow, red, or any combination thereof.

18. (Original) The method of claim **1**, wherein said heat reflective wall paint comprises from 35 to 50% solids by weight, and from 30 to 40% solids by volume.

19. (Original) The method of claim **18**, wherein said heat reflective wall paint comprises from 37 to 47% solids by weight, and from 32 to 38% solids by volume.

20. (Currently amended) The method of claim **1**, wherein ~~the~~ **said** surface temperature of said **resultant** coated wall is lowered by at least 20 °F.

21. (Currently amended) The method of claim **20**, wherein ~~the~~ **said** surface temperature of said **resultant** coated wall is lowered by at least 30 °F.

22. (Currently amended) The method of claim **21**, wherein ~~the~~ **said** surface temperature of said **resultant** coated wall is lowered by at least 40 °F.

23. (Currently amended) The method of claim **22**, wherein ~~the~~ **said** surface temperature of said **resultant** coated wall is lowered by at least 50 °F.

24. – **29**. (Canceled).

30. (Previously presented) The method of claim **1** further comprising applying a primer to said one or more external vertical walls of said building prior to said coating.

31. (Previously presented) The method of claim **30** wherein said primer is white.

32. (Previously presented) The method of claim **31** wherein said primer is achromatic and reflects all light of visible wavelengths.

33 (Previously presented) The method of claim **30** wherein said primer is applied with a wet thickness of 16 to 20 mil.

34. (Previously presented) The method of claim **30** wherein said primer is a textured primer.

35. (Previously presented) The method of claim **34** wherein said primer is applied at approximately 50 to 60 square feet/gallon.

36. (New) The method of Claim **1** wherein pigmentation in said heat reflective wall paint consists essentially of at least one heat reflective metal oxide pigment.

37. (New) The method of Claim **36** wherein said pigmentation in said heat reflective wall paint is provided by a plurality of said heat reflective metal oxide pigments.